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WINDOW AND SALES PROMOTION DISPLAYS

by *Flowers* of HAWAII, LTD.



THE OWL DRUG CO.



8480 BEVERLY BOULEVARD
LOS ANGELES 48, CALIFORNIA

April 19, 1950

Mr. Edwin Kanner
Flowers of Hawaii, Ltd.
2016 Wilshire Blvd.
Los Angeles, California

Dear Ed:

I am sorry that I am so late in writing to you regarding Easter in Hawaii promotion we had at Beverly & LaCienega store the week of April 2nd through April 9th.

It was a tremendous success and we know that much of the credit goes to Flowers of Hawaii who did such an excellent job with the flower arrangements and also the excellent manner in which you kept the flowers ever fresh in our windows during the entire promotional period.

We wish to take this opportunity to thank you for your assistance and for the outstanding job you did and we sincerely hope that will have the opportunity of working with you and your associates again on another outstanding performance such as Easter in Hawaii.

My thanks to you personally for the many kind courtesies and considerations to the Owl Drug Company during this promotion.

Sincerely,

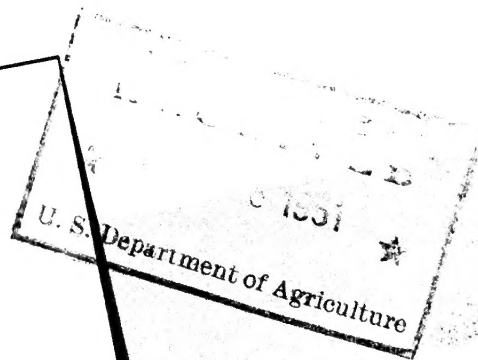
C. W. Diets

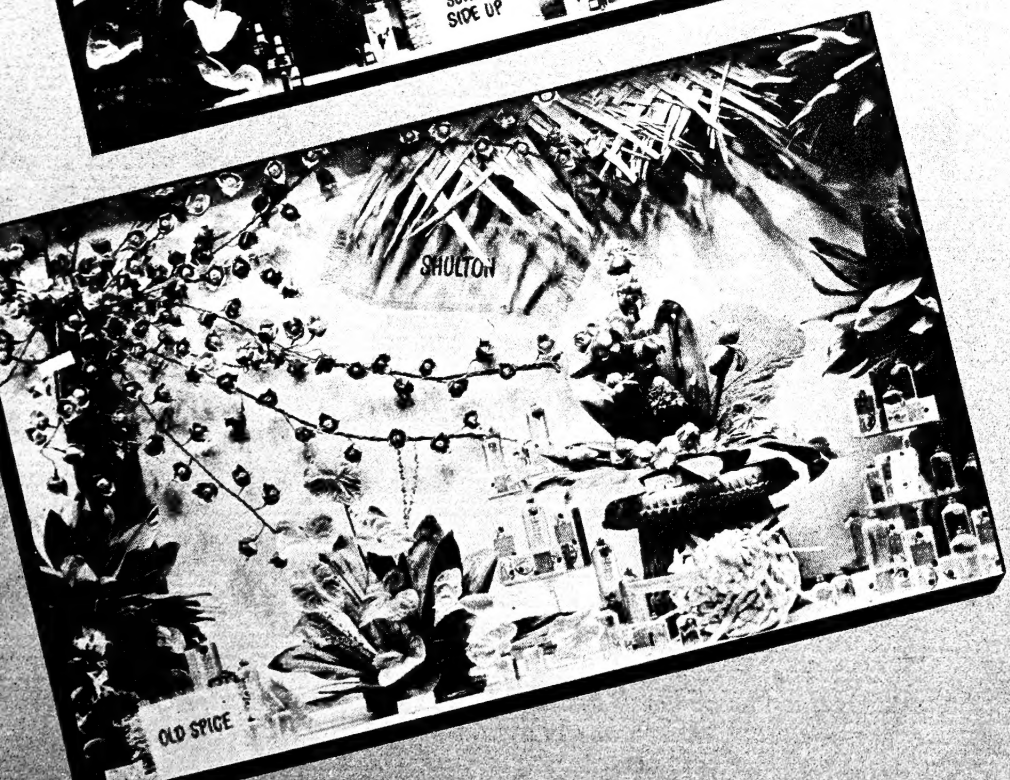
C. W. DIETS
Mgr. Advertising & Sales Promotion
Owl Drug Co.

CWD:gv

ARIZONA • CALIFORNIA • COLORADO • IDAHO • MONTANA • NEVADA • NEW MEXICO • OREGON • UTAH • WASHINGTON • WYOMING

You can depend on any drug product that bears the name

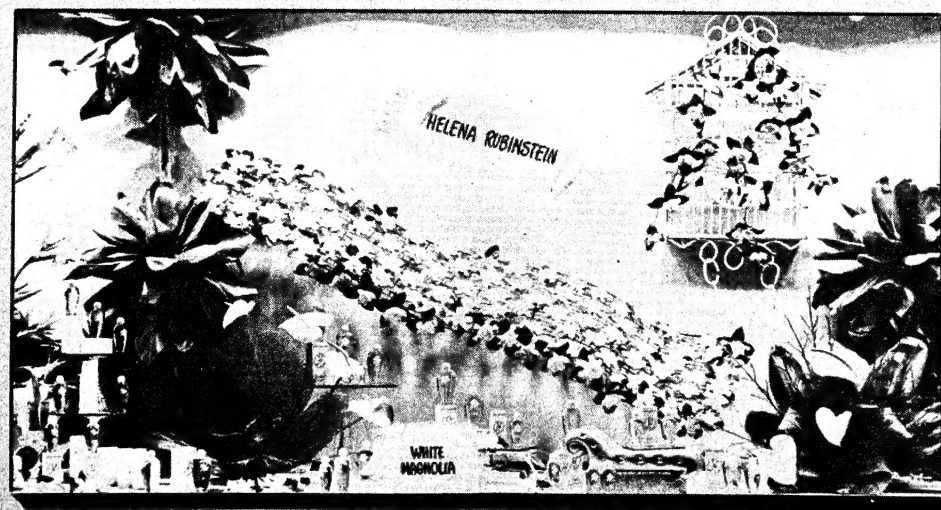




Typical Sales Building Displays using Flowers and Foliage from the Beautiful Islands of Hawaii

The Royal Line  **FLOWERS OF HAWAII** 
cable address FLOHAWA 2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA

DU 8-5106



The Regal Line **FLOWERS OF HAWAII**

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA

cable address FLOHAWA

QUEEN KAHOLA WOODROSES

Code No.	Description	Price	Unit	Quantity
QKN	Natural Stems	\$1.75	Dozen	
QKW	Stems wired and taped	2.00	Dozen	
QKB	Gift-boxed	2.25	Dozen	
QKG	Garlands (4 roses per ft.)	.75	Foot	

PRINCE KAHANA FOLIAGES—FOB West Coast Ports

In attractive 7½" x 1½" x 24" yellow box with illustrated arrangement on back.

Code No.	Description	Carton Price	Unit Price	Quantity
PKF 1	Picti Leaves	\$2.50	6 Doz.	
PKF 2	Pothos Leaves	2.50	6 Doz.	
PKF 3	Croton Leaves	2.50	6 Doz.	
PKF 4	Stag Horn Ferns	4.50	6 Doz.	
PKF 5	Hawaiian Lycopodium	2.00	6 Doz.	
PKF 6	Green Ti Leaves	2.50	6 Doz.	
PKF 7	Variegated Ti Leaves	3.50	6 Doz.	
PKF 8	Red Ti Leaves	3.00	6 Doz.	
PKF 9	Monstera Leaves	.50 Med.	Ea.	
		.75 Lrg.	Ea.	

PRINCE KAHANA FOLIAGE ASSORTMENTS

Code No.	Description	FOB West Coast Price	No. of Boxes
PKAF 1	75 Green Ti	50 Pothos	300
	30 Variegated Ti	50 Crotons	Leaves
	20 Red Ti	20 Lycopodium	1 Box
	30 Stag Horn Fern	25 Picti	\$14.50
No. ½ Boxes			
PKAF ½	40 Green Ti	25 Medium Pothos	150
	15 Variegated Ti	25 Crotons	Leaves
	10 Red Ti	10 Lycopodium	½ Box
	15 Stag Horn Fern	10 Picti	\$ 7.50
No. ¼ Boxes			
PKAF ¼	20 Green Ti	15 Pothos	75
	10 Variegated Ti	15 Crotons	Leaves
	5 Red Ti	5 Lycopodium	¼ Box
		5 Picti	\$ 3.75

PRINCESS ALOHA FLOWERS—Prices FOB West Coast

Code No.	Description	Price	Unit	Quantity
PAH 1	Red Heliconia	\$ 8.00	½ Doz.	
PAH 2	Red Heliconia	15.00	1 Doz.	
PAH 3	Pink Heliconia	9.00	½ Doz.	
PAH 4	Pink Heliconia	17.50	1 Doz.	
PAH 5	Green Heliconia	9.00	½ Doz.	
PAH 6	Green Heliconia	17.50	1 Doz.	
PAG 1	Shell Ginger	5.00	½ Doz.	
PAG 2	Shell Ginger	9.00	1 Doz.	
PAG 3	Red Ginger	5.00	½ Doz.	
PAG 4	Red Ginger	9.00	1 Doz.	
PAG 5	Torch Ginger	7.50	½ Doz.	
PAG 6	Torch Ginger	14.00	1 Doz.	
PAB 1	Bird of Paradise	3.00	½ Doz.	
PAB 2	Bird of Paradise	5.00	1 Doz.	
PAA 1	Anthuriums (Specimen)	15.00 (Doz.)	2 Doz.	
PAA 2	Anthuriums (Large)	12.50 (Doz.)	Bulk	
PAA 3	Anthuriums (Medium)	10.00 (Doz.)		
PAA 4	Anthuriums (Specimen)	16.00	1 Doz.	
PAA 5	Anthuriums (Large)	13.50	Bulk	
PAA 6	Anthuriums (Medium)	11.00		
PAA 7	Anthuriums (Specimen)	17.50	1 Doz.	
PAA 8	Anthuriums (Large)	15.00	Gift-Pak	
PAA 9	Anthuriums (Specimen)	10.00	½ Doz.	
PAA 10	Anthuriums (Large)	8.00	Gift-Pak	

PRINCESS ALOHA ORCHIDS—Price schedule by seasons

Code No.	Description—No. in Carton	Spring	Summer	Fall	Winter	Quantity
PAON	NATURAL (100's) stem wrapped in moist cotton	.10	.09	.10	.11	
PAOD	FOIL-DRESSED (100's) stem in foil holder	.115	.105	.115	.125	
PAOF	FLORA-DRESSED (100's) stems wired & taped	.125	.115	.125	.135	
PAOV	VIAL (100's and 250's) in heart-shaped plastic vial pin	.16	.15	.16	.17	

*Spring (Jan. 1—May 14); Summer (May 15—Aug. 30); Fall (Sept. 1—Oct. 31); Winter (Nov. 1—Dec. 31)

N.B.—All orchids are flown to you directly from Hawaii. It is important that we have 10 days notice. In emergency, shipments can be made from West Coast stock on 96 hours notice. Orchids will arrive Air Express on day previous to promotion. Store overnight at temperature not less than 40 and not more than 60 degrees. Box must be right side up. On request, we will notify you via collect night letter, day previous to arrival of shipment giving Flight and Way Bill information so you can have Rail or Air Express Agent notify you immediately of shipment's arrival.

All prices are net 10 days and are FOB West Coast. Shipping charge ranges from ¼¢ to 2¢ per flower depending on destination, size of order and style. Prices are for quantities from 100 to 1500 Orchids. Special discounts are available for quantities over 1500 Orchids. Mats, advertising tearsheets, tags, etc., available upon request.

KING KOKO FERNWOOD (DISPLAY TRUNKS)

Code No.	Description	Price	Size	Quantity
KK 1	All Trunks brushed and plasticized sprayed.	\$ 9.35	2.5 ft.	
KK 2		11.25	3 ft.	
KK 3	Containers and base included. If size ordered	13.10	3.5 ft.	
KK 4		15.00	4 ft.	
KK 5	is out of stock, closest size will be sent. All	16.85	4.5 ft.	
KK 6		18.75	5 ft.	
KK 7	prices quoted are FOB	20.60	5.5 ft.	
KK 8	West Coast Ports and	23.25	6 ft.	
KK 9	shipping will be made by	26.25	6.5 ft.	
KK 10	carrier requested. Special	30.00	7 ft.	
KK 11	prices for multiple	34.50	7.5 ft.	
KK 12	trunks and large sizes	39.25	8 ft.	

PRINCESS ALOHA LEIS

Code No.	Description	Price	Unit	Quantity
PAML 1	MAUNA LOA ORCHID LEI Over 300 Orchids in 11 Styles	each \$ 3.50	on order 1 to 5	
PAML 2	MAUNA LOA ORCHID LEI same as above	3.00	6 to 10	
PAML 3	MAUNA LOA ORCHID LEI same as above	2.50	11 to 20	
PAML 4	MAUNA LOA ORCHID LEI same as above	2.25	Over 20	
PAHL 1	HAWAIIAN LEI—Plumeria, Carnation and Ginger in season. Brilliant in color, but not as long lasting as Mauna Loa Orchid Leis	4.00	1 to 5	
PAHL 2	HAWAIIAN LEI—same as above	3.50	6 to 10	
PAHL 3	HAWAIIAN LEI—same as above	3.00	11 to 20	
PAHL 4	HAWAIIAN LEI—same as above	2.50	Over 20	

HAWAIIAN TI PALMS—FOB West Coast

Code No.	Description	Price Each	(1-4)	(4-8)	(Over 8)	Sht.	Med.	Long
HTM 1	Ti Palm Units of 1-3	\$2.50	\$3.00	\$3.50				
HTM 2	with Units of 4-6	2.25	2.75	3.25				
HTM 3	Mossed Units of 7-12	2.00	2.50	3.00				
HTM 4	Head Units over 12	1.75	2.25	2.75				
HTU 1	Ti Palm Units of 1-3	1.50	2.00	2.50				
HTU 2	with Units of 4-6	1.25	1.75	2.25				
HTU 3	Unmossed Units of 7-12	1.00	1.50	2.00				
HTU 4	Head Units over 12	.75	1.25	1.75				
HTD	Display base for setting up Ti Palms, complete	Price \$ 6.50			1 to a Carton			Quantity
PKFT	Ti leaves with steel picks attached for inserting in mossed heads (60 to 70 leaves needed for each head)	22.50			500 to a case			Quantity

HAWAIIAN NOVELTIES

Code No.	Description	Price	Unit	Quantity
HSB	Ti Leaf Skirt & Bra. complete, ready to wear (Available—Small—Medium—Large)	\$ 15.00	one set	
HCH 1	Hand-woven	4.00	1 to 5	
HCH 2	Cocoanut Fiber Hats	3.75	6 to 10	
HCH 3		3.50	Over 10	
HCB 1	Hand-woven	2.25	Doz.	
HCB 2	Cocoanut Birds	1.25	½ Doz.	
HFC 1	Hawaiian Dried	7.50	Doz.	
HFC 2	Fern Curls Cut Fresh	10.00	Doz.	
HFB	Hawaiian Flower Arrangement Book	2.00	1	
PLV 1	Plastic Lapel Vials Single	5.00	100	
		40.00	1000	
PLV 2	Plastic Lapel Vials Double	9.00	100	
		75.00	1000	
PLV 3	Plastic Lapel Vials Triple	12.50	100	
		109.50	1000	

PACKING: Items ordered in Standard Carton Lots as shown on this price list are not subject to packing charge. On all broken lot orders, other than in carton lots, a charge of 10% of the amount of the order will be made.

PRICES: All prices are subject to revision or change without notice. California Retail Sales Tax of 3% will be added to purchases made for delivery within the State of California unless Purchaser's Resale Certificate is on file in our office at 2016 Wilshire Boulevard, Los Angeles 5, Calif.

TERMS AND CONDITIONS: This list supersedes and cancels all previously published or quoted prices and all material listed is subject to stock on hand and to prior sale. No cancellations can be accepted upon less than 10 days notice.